

## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/20 thru 07/26. (prices in dollars per carton)

				SHELI	L EGG	NATIO	NAL SU	MMARY	7						
			THIS	WEEK			PREVIO	US WEEK	(		PREVIOUS YEAR				
Feature Rate		32.3% of 22,500 stores				41	.0% of 22	2,500 sto	res	29.5% of 19,500 stores					
		X LA	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LA	ARGE	LAR	RGE		
_	_	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
R	USDA GRADE AA														
E	White 12 pack	40	1.61	930	1.43	50	1.40	3,100	1.23	60	1.41	1,130	1.22		
G	White 18 pack			580	2.01			640	2.00	50	1.50	320	1.72		
u	Brown 12 pack			10	1.28										
ı	USDA GRADE A														
Ā	White 12 pack	10	1.50	2,540	1.28	10	2.00	1,740	1.11	80	1.33	1,580	1.05		
R	White 18 pack			600	1.59			1,190	1.94			480	1.88		
	Brown 12 pack			30	1.77										
	USDA ORGANIC														
_	White 12 pack					30	2.99								
S	Brown 12 pack	20	3.49	500	4.12			1,910	3.82	20	3.99	740	4.17		
E	OMEGA-3														
C	White 12 pack	350	2.99	820	2.67			580	2.36	340	2.76	1,920	2.22		
ī	Brown 12 pack	20	3.99	70	3.39			250	3.58			110	3.00		
Ā	CAGE-FREE														
î	White 12 pack	140	2.79	1,880	2.58			1,690	2.44	20	2.49	160	2.09		
T	Brown 12 pack			2,640	2.74			2,690	2.70			860	2.79		
Y	VEGETARIAN FED														
	White 12 pack			20	2.50			130	2.50						
	Brown 12 pack	10	2.50	50	3.00	10	2.50	560	3.31			1,140	2.13		

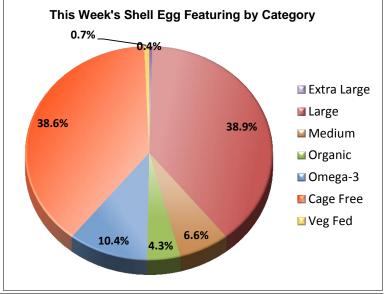
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen													
1.37					1.29								
1.19		1.20		1.22									
1.10			1.16										
1.01	1.03												
Jun 15-21	Jun 22-28	Jun 29-Jul-05	Jul 06-12	Jul 13-19	Jul 20-26								

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,740	6,730	3,700	Large Eggs on
Specialty	6,520	7,850	5,310	Jul-16-2012
Total (includes MD)	12,060	15,210	9,310	428.2
Special Rate 4/:	0.9%	2.5%	1.7%	down 4.4%

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg featuring is not as active as a week ago with a notable drop in promotions for Grade AA white eggs, particularly in the Northwest. The average price for Grade A, or better, Large white eggs is higher than a week ago but based on fewer promotions. The occurrence of 'no price' incentives drops significantly from view. Higher than normal temperatures are still affecting retail markets as more ads for Medium sized eggs are showing up in circulars while ads for Extra Large sizes remain limited in number. Promotional activity for specialty shell eggs declined including a sharp drop in USDA Organic features. Cage-free eggs continue as the most featured item in this category. Promotions of liquid egg products are fewer in number and have virtually disappeared from circulars on the West Coast.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			(CT.			AST U.S. NH,NJ,NY,PA,R	I,VT)			<b>SOUTHE</b> AL,FL,GA,MS,N			<b>/</b> )	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
	Feature Rate 1/ Activity Index #		,	25.0% of 4,4	100 s	sampled outlets 0 (includes Med	<u>, , , , , , , , , , , , , , , , , , , </u>		21.5% of 6,000 sampled outlets Activity Index = 2,010 (includes Medium)					37.9% of 4,000 sampled outlets Activity Index = 2,560 (includes Medium)						
		CLASS		LARGE			RGE			LARGE		LAR	_		LARGE		ARGE			
		White 12 pack	Price Range	Stores Av	g 3/	Price Range 1.69	Stores 10		Price Range	Stores Avg 3/	Price R	ange	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range 1.00	Stores 40	Avg 3/		
U	SDA	White 18 pack				1.09	10	1.09								1.00	40	1.00		
	RADE	Brown 12 pack				1.28	10	1.28												
	AA	MEDIUM		White 12 pa	ack	1.20		1.20		White 12 pack					White 12 pack	1.05	20	1.05		
		White 12 pack	1.50		.50	0.78 - 1.39	540	1.18		TTIME 12 pack	0.99 -	1.39	480 1.29		TTIME 12 pack	0.68 - 1.39	620	1.30		
U	SDA	White 18 pack				1.48 - 1.99		1.50								1.48 - 1.88	250	1.63		
	ADE	Brown 12 pack														1.77	30	1.77		
	Α	MEDIUM		White 12 pa		0.79 - 0.99	110	0.84		White 12 pack White 30 pack	0.78 -	1.50	270 0.89		White 12 pack White 30 pack	0.59 - 0.89	50	0.74		
	USD/	A ORGANIC																		
_		White 12 pack																		
S		Brown 12 pack				3.99 - 4.98	320	4.45				3.39	80 3.39	3.49	20 3.49	3.39 - 3.99	20	3.58		
P E	OME	GA-3																		
C		White 12 pack	2.99	350 2	.99	1.98 - 2.99	360	2.61			1.99 -	2.50	100 2.41			1.67 - 3.29	250	2.94		
ĭ		Brown 12 pack	3.99	20 3	.99	2.50 - 3.89	70	3.39												
À	CAGE	E-FREE																		
L		White 12 pack	2.79	140 2	.79	2.99	40					2.50	400 2.50			2.50	630	2.50		
Т		Brown 12 pack				2.50 - 3.99	340	3.34			2.50 -	3.29	680 2.79			2.50	630	2.50		
Υ	VEGE	TARIAN FED																		
		White 12 pack				2.50	20													
		Brown 12 pack	2.50		.50	3.00 NTRAL U.S	50	3.00		SOUTHW	/ECT II C	•			NODTU	WEST U.S.				
			(Δ)		_		LIT\					<b>)</b> .								
		ture Rate 1/				MO,NM,OK,TX,				•	II, NV)	41.4.				OR,WA,WY)	·-			
		vity Index 2/		•		sampled outlets 0 (includes Med				48.4% of 2,900 s	•			^		) sampled outlets 30 (includes Medium)				
		White 12 pack	ACTIV	ity index =	2,42(	0.88 - 1.25	250	0.97	Activity Index = 1,980 (includes Medium)  1.50 - 1.99					A	ctivity index = 3					
U	SDA	White 18 pack				1.59 - 2.00		1.73	1.50 - 1.99	40 1.01	1.18 -		380 2.13			1.99	30	0.98 1.99		
	RADE	Brown 12 pack				1.55 - 2.00	170	1.75			1.10	2.40	300 2.13			1.55	30	1.55		
	AA	MEDIUM		White 12 pa	ack	0.70 - 1.79	100	1.03		White 12 pack	0.87 -	1.00	170 0.96		White 12 pack					
		White 12 pack		to p.	2011	0.49 - 1.39	550	1.28		TTIME 12 pack	1.00 -		280 1.38		TTIME 12 pack	1.39	70	1.39		
U	SDA	White 18 pack				2.00 - 2.09	40													
GF	ADE	Brown 12 pack																		
	Α	MEDIUM		White 12 pa		0.88	40	0.88		White 12 pack White 30 pack		2.49	40 2.49		White 12 pack White 30 pack					
	USDA	A ORGANIC											<u> </u>							
		White 12 pack																		
S		Brown 12 pack										3.69	10 3.69			3.49 - 3.99	70	3.71		
P	OME																			
E		White 12 pack				2.50	110	2.50												
ı		Brown 12 pack																		
A	CAGE	E-FREE																		
L		White 12 pack				2.50		2.50				3.00	250 3.00			2.50	70	2.50		
Т		Brown 12 pack				2.50 - 2.99	670	2.53				3.00	250 3.00			2.50	70	2.50		
Υ	VEGE	TARIAN FED																		
		White 12 pack																		
		Brown 12 pack							202) 720-6911									2 of 3		

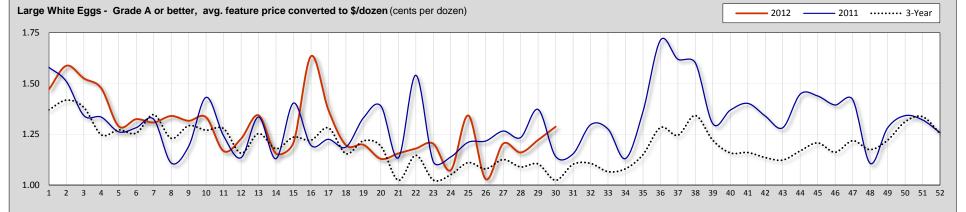
## USDA

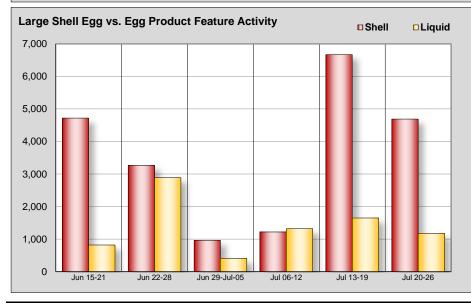
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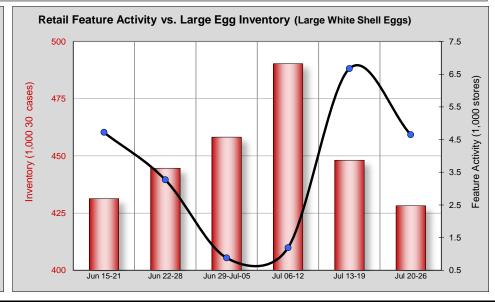
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/20 thru 07/26.

(prices in doll	ars per carto	n)
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EGG PRODUCTS	THIS WEEK			NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	4.2%	5.1%	4.0%	11.9% of 4,400 sampled		0.3% of 6,000 sampled		1.8% of 4,000 sampled		8.0% of 4,000 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,180	1,650	1,490	Activity Index = 740		Activity Index = 20		Activity Index = 100		Activity Index = 320		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	730 2.61	970 2.55	1,150 2.10	2.49 - 2.99	400 2.55			1.99 - 2.99	100 2.60	2.50 - 2.99	230 2.72				
32 oz. crtn	410 3.99	500 4.66	160 4.64	3.99	300 3.99	3.99	20 3.99			3.99	90 3.99				
3 - 4 oz. cup	40 2.79	180 2.88	180 2.23	2.79	40 2.79										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.